

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY BCA, Semester- IV, Semester End Examination April/May 2023
Generic Elective Course
Entrepreneurship Development (CAG-105)

Duration: 2 hours

Total Marks: 60

Instructions: i) All questions are compulsory.

ii) Figures to the right indicate full marks.

iii) There is internal choice for questions from Q.2 to Q.6

Q.1. A Fill in the Blanks

(5X1=05)

- a. The process of setting up a business is known as _____.
- b. Entrepreneurs who are very cautious and sceptical while practicing any change are known as _____.
- c. Entrepreneurs who suffer losses but they do not make changes in production methods are called as _____.
- d. According to _____ entrepreneurship is the purposeful activity
- e. Intrapreneurs are semi-dependent on the _____ of the company.

B State whether true or false

(5X1=05)

- a. Intrapreneurship does not represent the initiation and implementation of innovative systems and practices.
- b. The economic growth of a nation does not depend on the business entrepreneurs.
- c. Self – Employer is not free to take the decision of his business.
- d. Creativity is the prerequisite of innovation.
- e. Innovative entrepreneur is generally aggressive in experimentation and cleverly put attractive possibilities into practice.

Q.2. A Explain the external sources of market research.

(05)

B Explain the objectives of market research.

(05)

OR

X Discuss the primary sources of market research.

(05)

Y Describe the limitations of market research.

(05)

Q.3. A “Entrepreneurs have to select the efficient candidates for his organisation by following necessary steps”. Explain.

(05)

B Explain the components of marketing mix.

(05)

OR

X The HR of TATA company wants to hire the best candidate for the post of marketing manager. Discuss the avenues from which he can get the efficient candidate for the said post.

(05)

Y Describe the short term sources of financing.

(05)

Q.4. A Explain the term invention in entrepreneurship development

(05)

B Describe the changes in process which leads to a purposeful innovation.

(05)

OR

X Explain the variations in demographics and perception as a source of purposeful innovation. (05)

Y Describe the term incongruities in purposeful innovation. (05)

Q.5. A Explain the importance of project identification. (05)

B Elaborate on the various criteria's used by the entrepreneurs to evaluate the business opportunities. (05)

OR

X Describe the importance of local market. (05)

Y Explain the term opportunity with respect to entrepreneurs. (05)

Q.6. A Explain the importance of project report. (05)

B Describe the contents of project report. (05)

OR

X Project report serves as a blueprint of all business operations. Discuss. (05)

Y Explain the term project report. (05)